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*Kenyan businessman at a USAID-supported African Growth and Opportunity Act (AGOA) workshop. Photo credit: USAID*

## KENYA

### SMALL BUSINESS DEVELOPMENT CENTERS

Micro, small, and medium enterprises (MSMEs) are critical drivers of economic growth and contribute substantially towards poverty reduction, employment, and income generation with a focus on agriculture that contributes up to 33% of Kenya's Gross Domestic Product (GDP) and employs more than 40% of the total population and 70% of the rural population. The Kenya Small Business Development Centers strengthens the capacity of Kenyan MSMEs and builds linkages to U.S. counterparts. The project targets MSMEs at any stage of business in the agribusiness (crops, livestock, and fisheries) and textiles and creatives (artisanal, visual arts, cinema, audiovisual, and multimedia) sectors.

#### OUR WORK

The project takes the best practices in business development and advisory services from the U.S. Small Business Development Center (SBDC) model and transfers them to a local network of county-based business centers. This local network of centers adapts and implements the SBDC's accredited training curriculum and proven methodology for supporting small businesses. The project also builds linkages between Kenyan and American MSMEs to transfer best practices and proven models from the U.S. SBDCs to Kenya's county-based business centers. This helps Kenyan MSMEs more effectively take advantage of local and export market opportunities, have improved access to finance, apply market analytics, and benefit from a supportive business-enabling policy environment at the county-

level. This strengthens Kenya's economic competitiveness and generates positive impacts (jobs, livelihoods, and incomes) for the Kenyan people.

## ACTIVITIES

The centers provide the following services:

- **Consulting:** Structuring production and pricing of various value chains, business operations and planning.
- **Training:** Focusing on export market readiness, business governance and management, and sustainable business operations and planning.
- **Advisory on Business Development:** Accessing finance, business planning, technology development, regulatory compliance, marketing, and international trade; and
- **Policy Research and Market Intelligence:** Focusing on consumer market insights, export market trends and policy briefs.

## OBJECTIVES

- Identify and operationalize an accredited network of county-based small business centers to provide subsidized business support services to MSMEs.
- Establish sustainability mechanisms and support systems for county-based small business centers from national and county governments, private sector, and other stakeholders.
- Increase the awareness and capacity of county-based MSMEs to tap export-market opportunities available under U.S.-Kenya trade programs.
- Ensure the effective inclusion and participation of women both in terms of businesses served, as well as women serving in leadership positions at the business centers.
- Build business linkages between U.S. and Kenyan MSMEs and transfer best practices from the U.S. SBDCs network to Kenya.

**BUDGET:** USD \$5 million

### DURATION

2021-2026

### ACTIVITY LOCATIONS

Nairobi and 6 Prosper Kenya Counties (Isiolo, Kiambu, Kisumu, Makueni, Mombasa, and Nakuru)

### IMPLEMENTING PARTNER

Strathmore University

### KEY PARTNERS

The University of Texas at San Antonio  
The Ministry of Industrialization, Trade and Enterprise Development  
Relevant County Governments  
Collaborating private sector and civil society organizations; Academic institutions

### MISSION CONTACT

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